

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 749  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency (    ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/749  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 37,925  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	W	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/24-10/24	1	1	1	\$700.00	
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/25-10/25	1	1	1	\$700.00	
	4	F	5A-6A	WAVY NEWS-5A	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
	16	TU	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/23-10/23	1	1	1	\$200.00	
	17	W	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/24-10/24	1	1	1	\$200.00	
	18	TH	430A-5A	WAVY NEWS-430A<	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
	21	SA	6A-7A	WAVY NWS SAT6A	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
	22	SA	7A-8A	WAVY NWS SAT7A	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	
	23	SU	6A-7A	WAVY NWS SUN6A	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
	24	SU	7A-8A	WAVY NWS SUN7A	:30	\$800.00	10/28-10/28	1	1	1	\$800.00	
	25	SU	8A-9A	SUN TODAY-NBC	:30	\$1,200.00	10/28-10/28	1	1	1	\$1,200.00	

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	26	TU	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/23-10/23	1	1	1	\$500.00	
	27	W	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
	28	TH	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
	29	F	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
	30	M	9A-10A	TODAY SHW2-NBC	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/23-10/23	1	1	1	\$400.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/24-10/24	1	1	1	\$400.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/25-10/25	1	1	1	\$400.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/26-10/26	1	1	1	\$400.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/29-10/29	1	1	1	\$400.00	
	36	TU	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
	37	W	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
	38	TH	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
	39	F	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/26-10/26	1	1	1	\$300.00	
	40	M	12P-1P	WAVY NEWS10-NN<	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	41	TU	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/23-10/23	1	1	1	\$500.00	
	42	W	1P-2P	DAYS-OUR LIVES	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.		Agency ( ) CROSSROADS MEDIA		Rep Firm								
Advertiser ( ) CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555		Sales Office ( ) PHILADELPHIA								
Product Crossroads GPS		ALEXANDRIA, VA 22314		Salesperson ( ) ANJIE BRADY								
Estimate# 749		Agency C/P1/P2/E 12/11/749		Salesperson Phone# 215-567-6005								
Buyer Stephanie Maroney		Flight Dates 10/23/2012 - 10/29/2012		Salesperson FAX# 215-567-5938								
Phone#		Hiatus Weeks										
Fax#												
LT	Ln	Day	Time	Program	Dates	Ien	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

44	F		1P-2P	DAYS-OUR LIVES	10/26-10/26	1	1	1	\$500.00	
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45	M		1P-2P	DAYS-OUR LIVES	10/29-10/29	1	1	1	\$500.00	
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46	TU		2P-3P	DOCTORS<	10/23-10/23	1	1	1	\$200.00	
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47	W		2P-3P	DOCTORS<	10/24-10/24	1	1	1	\$200.00	
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48	TH		2P-3P	DOCTORS<	10/25-10/25	1	1	1	\$200.00	
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49	F		2P-3P	DOCTORS<	10/26-10/26	1	1	1	\$200.00	
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50	M		2P-3P	DOCTORS<	10/29-10/29	1	1	1	\$200.00	
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51	TU		3P-4P	MAURY POVICH<	10/23-10/23	1	1	1	\$450.00	
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53	TH		3P-4P	MAURY POVICH<	10/25-10/25	1	1	1	\$450.00	
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54	F		3P-4P	MAURY POVICH<	10/26-10/26	1	1	1	\$450.00	
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55	M		3P-4P	MAURY POVICH<	10/29-10/29	1	1	1	\$450.00	
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56	TU		4P-5P	ANDERSON<	10/23-10/23	1	1	1	\$500.00	
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57	W		4P-5P	ANDERSON<	10/24-10/24	1	1	1	\$500.00	
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58	TH		4P-5P	ANDERSON<	10/25-10/25	1	1	1	\$500.00	
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59	F		4P-5P	ANDERSON<	10/26-10/26	1	1	1	\$500.00	
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60	M		4P-5P	ANDERSON<	10/29-10/29	1	1	1	\$500.00	
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Rep Order# 6848282 Ver# 1 Status New Traffic Order# Printed: 08/31/2012 9:27 AM 4 of 5

EC'd Yes

Last Received: 08/31/2012 7:51 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm ( ) PHILADELPHIA  
Advertiser ( ) CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( )  
Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 749 Agency C/P1/P2/E 12/11/749 Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	62	W	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
	64	F	5P-530P	WAVY NEWS10-5<	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
	66	TU	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/23-10/23	1	1	1	\$1,500.00	
	68	TH	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/25-10/25	1	1	1	\$1,500.00	
	70	M	530P-6P	WAVY10NWS-5.30<	:30	\$1,500.00	10/29-10/29	1	1	1	\$1,500.00	
	77	W	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/24-10/24	1	1	1	\$1,500.00	
	79	F	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/26-10/26	1	1	1	\$1,500.00	
	86	SA	11P-1130P	WAVY NEWS10-11	:30	\$2,000.00	10/27-10/27	1	1	1	\$2,000.00	
	87	SU	1130P-12A	SUNDAY LATE NEWS	:30	\$2,000.00	10/28-10/28	1	1	1	\$2,000.00	
	88	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/23-10/23	1	1	1	\$500.00	
	89	W	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
	90	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/25-10/25	1	1	1	\$500.00	
	91	F	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
	92	M	1135P-1235A	TONITE SHW-NBC<	:30	\$500.00	10/29-10/29	1	1	1	\$500.00	
	93	SA	1130P-1A	SAT NITE LIVE	:30	\$800.00	10/27-10/27	1	1	1	\$800.00	

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Salesperson Phone# 215-567-6005  
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	94	M	1235A-135A	JIMMY FALLON	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
	95	SU	12A-1A	LEVERAGE	:30	\$175.00	10/28-10/28	1	1	1	\$175.00	

--REPORT TOTALS--  
Report Totals: 61 / \$37,925.00

--SALES MONTHLY TOTALS--

Oct 12: 51 / \$32,925.00    Nov 12: 10 / \$5,000.00  
Sales Totals: 61 / \$37,925.00  
Station Totals: 61 / \$37,925.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$135,446	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 1%	WVBT 5%	WVEC 24%		

--COMPETITIVE COMMENTS--  
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

-- CREDIT RISK ---  
CASH IN ADVANCE